

WHAT IS CLAIMED IS:

1. A computerized advertising system, comprising a server connected to the Internet, the server having a computer program configured to execute a method comprising:
 - issuing one or more coupons for playing a lottery game to an advertiser, wherein the one or more coupons are designed to be electronically distributed;
 - receiving a request for playing the lottery game from a lottery player having such a coupon;
 - determining whether the player's coupon is valid for playing the lottery game;
 - upon validation of the coupon, enabling to transmit data of an advertisement of the advertiser to a computer device of the player; and
 - thereafter, permitting the player to play the lottery game.
2. The system of Claim 1, wherein the method further comprises purchasing one or more lottery game tickets from a lottery gaming authority.
3. The system of Claim 1, wherein the server comprises a code creator configured to create an identification code for each individual coupon, and wherein the identification code is used for the validation of the coupon.
4. The system of Claim 1, wherein the server comprises a lottery game manager configured to connect to a computer network of a lottery gaming authority and configured to coordinate the lottery game play.
5. A method of operating advertising services over a computer network, comprising:
 - issuing one or more coupons for playing a lottery game to a service subscriber, wherein the one or more coupons are configured to be distributed to the public;
 - receiving a request for playing the lottery game from a lottery player having such a coupon;
 - determining whether the player's coupon is valid for playing the lottery game;
 - upon validation of the coupon, enabling to transmit data of an advertisement of the subscriber to a terminal of the player; and
 - thereafter, permitting the player to play the lottery game.
6. The method of Claim 5, wherein the coupons are electronic coupons.

7. The method of Claim 5, wherein the coupons are physical coupons.
8. The method of Claim 5, wherein the coupons are issued upon a request for such issuance by the subscriber.
9. The method of Claim 5, wherein the coupons are distributed to persons who are visiting the subscriber's web site or clicking a banner advertisement of the subscriber on a web site.
10. The method of Claim 5, wherein each coupon has a unique identification code.
11. The method of Claim 10, wherein the player's coupon is validated based on information associated with the identification code.
12. The method of Claim 5, wherein the advertisement is displayed on the terminal for a predetermined period of time.
13. The method of Claim 5, wherein, the advertisement data is transmitted from a server belonging to the advertising service.
14. The method of Claim 13, further comprising receiving the advertisement data from the subscriber prior to the receipt of the request.
15. The method of Claim 5, wherein, the advertisement data is transmitted from a server belonging to the subscriber.
16. The method of Claim 5, further comprising purchasing at least one lottery game ticket.
17. The method of Claim 16, wherein the at least one lottery game ticket is an electronic ticket.
18. The method of Claim 16, wherein the at least one lottery game ticket is purchased from a lottery gaming authority.
19. The method of Claim 16, wherein the at least one lottery game ticket is purchased prior to the permission to play the game.
20. The method of Claim 19, wherein the at least one lottery game ticket has pre-selected numbers for the lottery game.
21. The method of Claim 16, wherein the player selects his own numbers for playing the lottery game as he desires.

22. The method of Claim 21, wherein the at least one lottery game ticket is purchased after the selection of the numbers and includes the player selected numbers.

23. The method of Claim 5, further comprising informing the player as to whether he has won in the lottery game.

24. A method of playing a lottery game free of charge over a computer network, comprising:

- receiving a coupon for playing a free game of lottery, which is made publicly available;

- connecting to a web site for the free lottery game play;

- transmitting via the computer network to the web site an identification code of the coupon for validation;

- upon validation, receiving advertisement data via the computer network;

- displaying an advertisement for a predetermined period of time; and

- thereafter, connecting to a lottery game free of charge.

25. A computerized advertising system, comprising a server connected to a computer network, the server having a computer program configured to execute a method comprising:

- receiving a request for playing a lottery game free of charge, the request being electronically received from a computer device of a player via the computer network;

- transmitting or causing to transmit data of an advertisement to the computer device of the player, wherein the advertisement is configured to be displayed in the computer device for a predetermined period of time;

- thereafter, permitting the player to play the lottery game free of charge via the computer device; and

- wherein the server comprises a lottery game coordinator configured to electronically purchase one or more lottery game tickets from a lottery gaming authority.

26. A computerized advertising system, comprising a server connected to a computer network, the server having a computer program configured to execute a method comprising:

receiving a plurality of electronic coupons issued by a computerized advertising service;

transmitting the electronic coupons to the public via a computer network;

causing a holder of one of the coupons to connect to a server hosting the advertising service;

causing to transmit data of an advertisement to a computer device operated by the coupon holder, wherein the advertisement is displayed on the computer device for a predetermined period; and

allowing the coupon holder to play the lottery game free of charge through the server of the advertising service.

27. The system of Claim 26, wherein the advertisement data is transmitted to the computer device from the server hosting the advertising service.

28. The system of Claim 26, wherein the advertisement data is transmitted to the computer device from a server belonging to an advertiser of the advertisement.